

ABSTRACT OF THE DISCLOSURE

A method and apparatus designed to facilitate price comparison for products, offered by a plurality of merchants, that are stocked by the merchants in stores that the prospective buyers may personally visit to see and/or touch and/or feel the products. The data from various merchants, comprising details on products including price, is collected into a computer system. A subset of the data is retrieved and organized to present a comparison to the prospective buyers. The method and apparatus of the present invention have applications on the World Wide Web as well as conventional communications systems such as voice telephony.